#KnowYourRecords Campaign

VIRTUAL STUDENT FOREIGN SERVICE

VSFS

Project Title	#KnowYourRecords Campaign
Project Summary	A campaign to re-develop and promote programming created to educate the researchers, staff, and volunteers of the various holdings found within NARA.
Country	United States
Agency	National Archives and Records Administration
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	2

Project Description

The National Archives' mission is to provide access to the Nation's permanent records to the public. The National Archives accomplishes this mission in several ways, including providing hands-on help to researchers, creating informative and engaging events and exhibits, and the preservation of the valuable records of our government. To educate the public of the valuable records within our holdings, The National Archives also produces the Know Your Records (KYR) program. Programming is designed to educate the researchers, staff, and volunteers to the various holdings found within NARA. Established in September 2004, programs have reached tens of thousands with mostly free and open events and services. Events include Lectures, Genealogy Programs, and the Virtual Genealogy Fair. Publications include Researcher News newsletter for National Archives researchers, and Reference Reports for Genealogical Research.

With growing demands for online accessibility and shifting public priorities, changes to the KYR program are imperative to the sustainability of various outreach programs and efforts to best meet public need. The challenge for this Virtual Student Foreign Service intern is to develop a strategy that enables the National Archives to implement programmatic changes and spread awareness of its value and resources to external customers. The campaign will take place during the month of October which is the month of our most popular public event, The Virtual Genealogy Fair

Desired Skills Interests

Additional Information

None

Language Requirements

None